

IN THE CLAIMS:

Please substitute the following amended claim. A marked-up version of the changes to the claim is provided at the end of this document.

13. (Amended) The system of Claim 12 wherein said matching engine includes software for computing a total match score ( $Z_{ij}$ ) according to said match score computation method based on said importance values according to the following equation:

$$Z_{ij} = \sqrt{Z_{ij}^i Z_{ij}^j},$$

where  $Z_{ij}^i$  is a match score based on importance values assigned by a first participant in said electronic market and any corresponding preference numbers  $D_{ijr}$ , and  $Z_{ij}^j$  is a match score based on importance values associated with a second participant in said market and any corresponding preference numbers  $D_{ijr}$ .

IN THE ABSTRACT:

Please substitute the following amended Abstract. A marked-up version of the changes to the Abstract is provided at the end of this document.

--ABSTRACT OF THE DISCLOSURE

An efficient system for implementing an electronic market. The system includes a first mechanism for defining a set of attributes and associated descriptor variables involved in market transactions. Importance values are assigned to the descriptor variables by the first mechanism. A second mechanism computes match scores for the market transactions based on the importance values and on the quality of the matches on any number of specific attributes that form the components of the aggregate match score. The aggregate match score is based on one or multiple parties' assessment of attribute importance. Thus, a good match is one that is liked by both (or